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THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

National Account Programs

Oils: Natural vs. Synthetic

D.C. Convention Highlights

November 1983 Vol. 23, No. 1

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

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D.C. Convention Highlights p. 30

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On our cover: A variety of national account programs provides fleet managers with effective methods of maintenance cost control.

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Calendar

NOVEMBER

30-Nov. 3 — International Taxicabs Association, Fontainebleau Hilton, Miami, FL.

1-2 — University of Central Florida Automotive Fleet Administration Seminar, Howard Johnson's, Orlando, FL.

2-6 — Avis Rental Licencees, La Posada, Phoenix, AZ.

6-10 — National Pest Control Association, Sheraton Hotel, Washington, D.C.

14-15 — NAFA Advanced Fleet Management, Charlotte, NC.

17-20 — WVLA National Certification Seminar, San Francisco, CA.

JANUARY 1984

14-19 — Budget Rent A Car Licensee Convention, Scottsdale, AZ.

FEBRUARY

1-5 — Truck Rental and Leasing Association, Fairmont, San Francisco, CA.

4-7 — National Automobile Dealers Association, Dallas, TX.

MARCH

4-8 — American Automotive Leasing Association Convention, Doral Country Club, Miami, FL.

16-18 — Automotive Fleet and Leasing Association Convention, Sheraton Grande, Los Angeles, CA.

Gas Prices

UNLEADED

City	Full-Serve	Self-Serve
Albuquerque, NM	135.4	117.4
Augusta, GA	138.4	127.9
Cedar Rapids, IA	143.5	127
Colorado Springs, CO	138.9	124.9
Ft. Wayne, IN	132.3	124
Hartford, CT	139.9	127
Honolulu, HI	149.4	139.7
Little Rock, AK	144	122.4
Louisville, KY	141.9	125.6
Milwaukee, WI	140.8	125
Philadelphia, PA	137.9	120.7
Tampa, FL	146.2	125.2
Tucson, AZ	134.6	115.5
Worchester, MA	125.6	121.9

Survey conducted during the first five working days of October, 1983. Supplied by Runzheimer and Company, Inc., Runzheimer Park, Rochester, WI.

Lease/Rental Scene

ROLLS AND ASSOCIATES SIGN PLANNING/LEASING AGREEMENT

Rolls-Royce Motors, Inc. has signed an agreement with Associates Leasing Inc. to provide inventory financing and a leasing program for Rolls-Royce dealerships in the United States.

Signing the agreement for Rolls-Royce Motors, John E. Grillo, vice president of finance and administration, said, "This will provide our dealer network with additional access to national financial capability. It will also allow our dealers to offer customized leases." He says that leasing is becoming increasingly popular among buyers of Rolls-Royce products.

Noting that luxury car sales are strong in the United States, John D. Kines, executive vice president of Associates Leasing, said, "Associates is pleased to be affiliated with such a distinguished and successful world-wide automobile manufacturer and marketer. We believe there is great potential in the leasing program which should enhance the sales opportunities for Rolls-Royce motor cars in the U.S. market."

Associates Leasing, Inc., is the auto leasing division of Associates Commercial Corp., the Chicago-based commercial finance subsidiary of Associates Corp. of North America (The Associates). Associates Commercial, a Gulf + Western company, is a major independent source of capital for the financing and leasing of transportation, industrial, and communications equipment and for business loans and factoring.

According to Grillo, Rolls-Royce selected Associates Leasing because of its high quality reputation in the inventory financing and leasing fields and its commitment to providing the customized service required by Rolls-Royce dealers.

SAUNDERS AWARD GIVEN DURING SEPTEMBER CONVENTION

A charter member and the first president of the Connecticut Car and Truck Renting and Leasing Association, Inc., was awarded the Saunders Award for the outstanding CATRALA volunteer for 1983 during the fourth assembly of delegates, Alliance of State Car and Truck Renting and Leasing Associations, held in Washington D.C. during late September.

The award was presented to Andrew S. Lutz II, vice president of the Motorlease Corp. of Farmington, CT, for his service to the Connecticut CATRALA. Lutz, former member of the board of directors of CATRALA, has served in every capacity with the Connecticut organization, including chairman of its legislative committee.

NEW LEASING COMPANY OPENS

A new company, American Western Leasing, has begun operations in Irvine, CA. The company occupies 1,900 square feet at its 18552 MacArthur Blvd. location in Irvine.

American Leasing specializes in providing cars and trucks for the general public and for business fleets. The company offers both leasing and sales of vehicles through its affiliation with Crown Pontiac, Buick, Oldsmobile, and Cadillac in Barstow, CA.

HERTZ TURNAROUND CENTER OPENS IN KANSAS

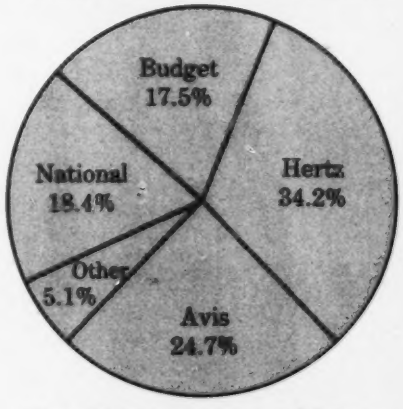
Hertz Corp. has completed the modernization and expansion of its facilities at Mid-Continent Airport in Wichita, KS. The completion was marked by the opening of a new, $500,000 combined turnaround service center and used car sales location at the airport.

The one-story, 4,720-square-foot service center/used car sales facility is built on 2.3 acres at 1835 Midfield Rd., close to the Hertz rental counter at the airport. It also houses Rent A Car's Wichita administrative office.

Hertz said it does between-rental services on its cars at the facility and that the center's increased capacity and proximity to the airport terminal reduce turnaround time so that a greater portion of its fleet is available for rental at any one time.

Wichita, a city of 280,000 people in south central Kansas, is an aircraft industry center.

U.S. Daily Rental
Airport Market Share
Top 100 Airports
(where four majors operate)

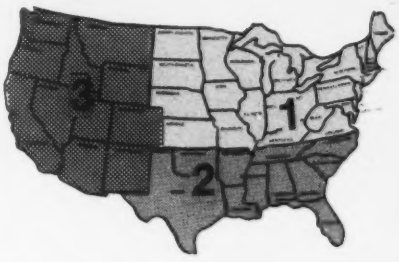


Total Revenue (000s)
$166,818.1
August 1983

Source: Budget Rent-a-Car Research Dept.

Used Cars

The following are average car prices for the period ending October 5, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.



Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 AMC CONCORD			
Sdn 6-4	4447	4494	4403
Sta Wgn 30	4677	4722	4630
81 AMC CONCORD			
Sdn 6-4 Dr	3594	3631	3559
Sta Wgn	3784	3822	3745
82 BUICK SKYLARK			
Sdn	5392	5446	5339
81 BUICK SKYLARK			
Sdn	4394	4405	4319
82 BUICK REGAL			
Turbo Cpe	7218	7290	7147
Cpe	6945	7015	6876
81 BUICK REGAL			
Turbo Cpe	6321	6386	6257
Cpe	6039	6103	5980
82 BUICK LESABRE			
Sdn	7706	7781	7629
81 BUICK LESABRE			
Sdn	6017	6078	5958
82 CADILLAC			
Cpe DeVille	12094	12216	11977
Sdn DeVille	12022	12141	11905
81 CADILLAC			
Cpe DeVille	9548	9642	9452
Sdn DeVille	9483	9583	9393
82 CHEVY			
Chvt Htchbk	3393	3425	3353
Camaro Cpe8	7736	7810	7656
81 CHEVY			
Chvt Htchbk	2878	2906	2850
Camaro Cpe 8	5812	5871	5756
82 CHEVY CITATION			
Cpe 6	4404	4445	4360
81 CHEVY CITATION			
Cpe 6		Not Available	
82 CHEVY MALIBU			
Cpe		Not Available	
Sdn	6054	6113	5993
Clas Cpe		Not Available	
81 CHEVY MALIBU			
Cpe	4708	4754	4661
Sdn	4626	4674	4580
Clas Cpe	5035	5086	4983
82 CHEVY MONTE CARLO			
Cpe	6522	6591	6459
81 CHEVY MONTE CARLO			
Cpe	5777	5835	5715
82 CHEVY IMPALA			
Sdn	6654	6724	6591
Cpe		Not Available	
Imp Wgn 9	6917	6987	6847
81 CHEVY IMPALA			
Sdn	5276	5332	5224
Cpe	5301	5355	5251
Est Wgn 9	6244	6305	6183
82 CHRYSLER			
LeBaron Sdn	6212	6276	6153
81 CHRYSLER			
Npt Sdn	5492	5542	5435

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 DODGE OMNI			
4 Dr Htchbk	3794	3832	3756
81 DODGE OMNI			
4 Dr Htchbk	2957	2988	2926
82 DODGE ARIES			
Cpe	5049	5101	4999
81 DODGE ARIES			
Sdn	4360	4402	4316
82 DODGE DIPLOMAT			
Sln Cpe	4459	4500	4412
Sln Sdn	4459	4500	4412
81 DODGE DIPLOMAT			
Sln Cpe	3751	3787	3712
Sln Sdn	3751	3787	3712
82 FORD FAIRMONT			
Futura 4DR	4754	4801	4709
81 FORD FAIRMONT			
Sdn 4 Dr	3671	3709	3634
82 FORD MUSTANG			
Cpe 4	4742	4790	4695
81 FORD MUSTANG			
Cpe 4	4013	4050	3973
82 FORD GRANADA			
Sdn 8-L	5445	5499	5390
81 FORD GRANADA			
Sdn 8-L	4390	4435	4347
82 FORD LTD			
Sdn	6878	6948	6810
81 FORD LTD			
Sdn	5433	5541	5488
81 FORD ESCORT			
Sdn 4 Dr	3248	3280	3216
82 FORD CROWN VIC			
Sdn	7729	7806	7652
81 FORD CROWN VIC			
Sdn	6188	6248	6124
82 FORD THUNDERBIRD			
Cpe	6590	6657	6524
81 FORD THUNDERBIRD			
Cpe	5671	5730	5618
82 LINCOLN CONTINENTAL			
Sdn	13661	13797	13525
Mark VI	13435	13568	13299
81 LINCOLN CONTINENTAL			
Sdn	9479	9577	9384
Mark VI	11437	11553	11322
82 MERCURY COUGAR			
GS Cpe	5491	5546	5436
Sdn	5491	5546	5436
81 MERCURY COUGAR			
Cpe	4428	4475	4385
Sdn	4428	4475	4385
81 MERCURY ZEPHYR			
Sdn 2 Dr	3705	3743	3669
82 MERCURY LYNX			
HthBk 3-Dr	3929	3966	3888

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 MERCURY MARQUIS			
Sdn	7265	7337	7194
81 MERCURY MARQUIS			
Cpe	6646	6713	6581
Sdn	5876	5933	5818
Wgn-2	6004	6065	5943
82 OLDS CIERA			
Cpe	6474	6542	6410
Sdn	6564	6633	6500
82 OLDS CUTLASS SUPREME			
Cpe	6945	7015	6876
Sdn	6678	6745	6614
81 OLDS CUTLASS			
Sdn	5665	5720	5606
Sup Cpe	6039	6103	5980
82 OLDS DELTA			
Sdn	7464	7539	7390
Cpe	7825	7904	7747
81 PLYMOUTH HORIZON			
4 Dr Htchbk	2958	2989	2927
82 PLYMOUTH RELIANT			
Cpe	5024	5074	4974
81 PLYMOUTH RELIANT			
Cpe	4338	4383	4293
81 PONTIAC FIREBIRD			
Cpe 8	5869	5924	5806
81 PONTIAC LEMANS			
Cpe 8	4895	4943	4845
82 PONTIAC PHOENIX			
Cpe	5200	5252	5150
Htchbk Sdn	5200	5252	5150
81 PONTIAC PHOENIX			
Cpe 6	4187	4228	4145
81 PONTIAC CATALINA			
Sdn	5536	5589	5481
Bonneville Sdn	6110	6168	6046
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	4157	4198	4115
81 VOLKSWAGEN RABBIT			
2-Dr HtchBk	3361	3395	3327
IMPORTS			
82 DATSUN			
210 2 Dr	3548	3583	3512
Sentra 2 Dr	3871	3908	3832
Stanza Htchbk	4934	4984	4885
81 DATSUN			
210 Std 2 Dr	2934	2963	2906
510 2 Dr	3798	3835	3760
810 Sdn 4 Dr	5750	5808	5692
82 TOYOTA			
Corolla 2 Dr	4514	4559	4469
Celica St Spt Cpe	5685	5741	5628
Corona Sdn 4 Dr	5956	6016	5896
81 TOYOTA			
Corolla 2 Dr Sdn	3180	3212	3148
Celica St Spt Cpe	4428	4473	4384
Corona Sdn 4 Dr	4123	4165	4083

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december 1983

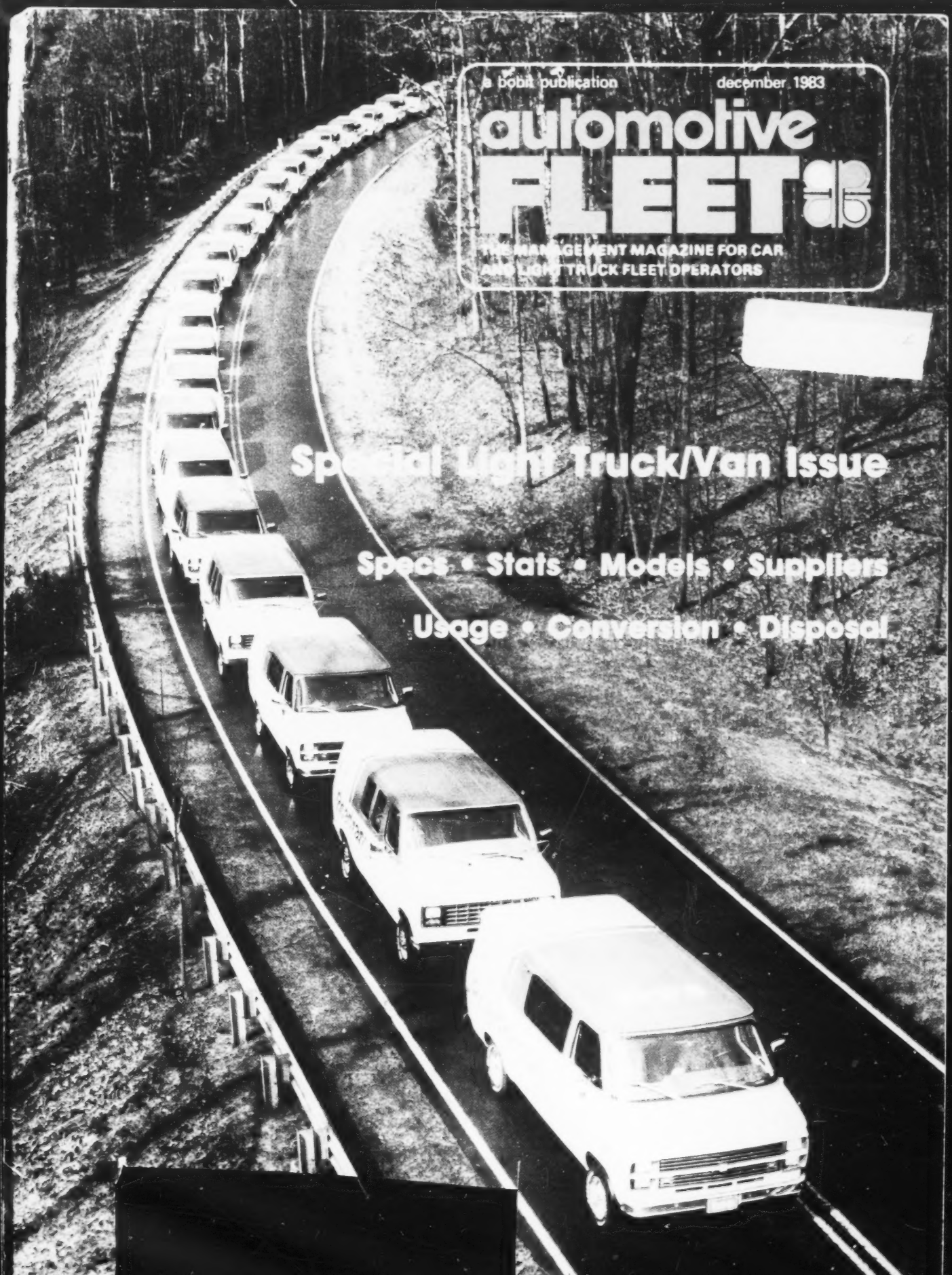
automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Special Light Truck/Van Issue

Specs • Stats • Models • Suppliers

Usage • Conversion • Disposal



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Top 25 Truck and Van Fleets p. 31

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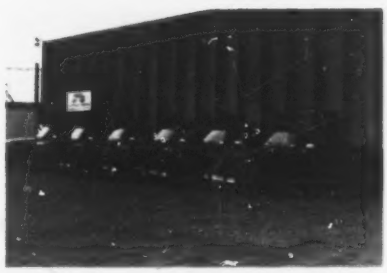

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On our cover: Pictured is a fleet of RoadRanger vans, customized to the specifications of Eaton Corp. Customization of vans and light trucks is one means fleet operators have found to maximize the effectiveness of their utility vehicles.

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MARCH

4-8 — American Automotive Leasing Association Convention, Doral Country Club, Miami, FL.

16-18 — Automotive Fleet and Leasing Association Convention, Sheraton Grande, Los Angeles, CA.

18-21 — National Association of Fleet Administrators, Bonaventure Hotel, Los Angeles, CA.

19-22 — Motor Vehicle Maintenance Conference, Univ. of Washington, Seattle, WA.

21-24 — National Truck Equipment Association, Convention Center, Baltimore, MD.

APRIL

1-4 — National Car Rental Licencees, Orlando, FL.

12-14 — National Association of Van Pool Operators, Regency Hotel, Dallas, TX.

MAY

16-20 — Western Vehicle Leasing Association, Canyon Hotel, Palm Springs, CA.

Gas Prices

UNLEADED

City	Full-Serve	Self-Serve
Fairbanks, AK	152.5	135.1
Flagstaff, AZ	149.9	135.9
Phoenix, AZ	128.9	116.4
Pine Bluff, AR	134.4	118.9
San Jose, CA	147.4	119.9
Stamford, CT	134.9	129.7
Orlando, FL	146.9	126.9
Savannah, GA	145.4	125.9
Chicago, IL	151.7	128.9
Wichita, KS	141.2	117.6
New Orleans, LA	140.2	115.2
Baltimore, MD	136.7	119.9
Grand Rapids, MI	141.4	125.9
Trenton, NJ	117.9	N/A
Akron, OH	127.4	120.4

Survey conducted during the first five working days of November, 1983. Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

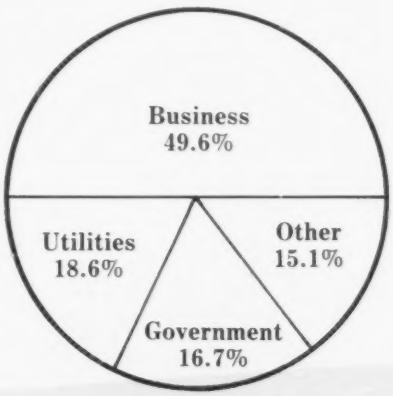
Light Truck Planned Purchasing Survey Results

The results of the annual *Automotive Fleet* light truck planned purchasing survey are now in. In brief summary, the survey found that buying patterns for '84 models will be in step with '83 model year acquisitions. In the last year, buyers increased purchases in the Class II area (6,000 to 10,000 GVW). Vans accounted for 33 percent of total Class I (under 6,000 GVW) and Class II; imports, for 8 percent.

This year's light truck purchasing survey was mailed to 2,500 *Automotive Fleet* readers; in contrast to last year, however, the readers surveyed were also responsible for smaller fleets, those in the 10- to 25-vehicle range. Of the surveys returned, 258 were usable in tabulating results.

Close to half (49.6 percent) of the respondents fell into the business/commercial classification, which included operations such as contracting, manufacturing, food distributions, insurance, pest control, cable TV, and plumbing. Roughly one-fifth (18.6 percent) fell into the utility classification, and roughly one-sixth (16.7 percent) fell into the government classification. The remainder (15.1 percent) were classified as "other," which included rental, leasing, vanpooling, and farm.

As to current fleet composition, 47 percent of current light truck/van fleets were Class I, 52.1 percent Class II. Imports logged 7.7 percent of total owned or leased Class I and II trucks and vans, compared with 5.3 percent last year. Specifically, the current import breakdown is 10.7 percent of Class I, 4.9 percent of Class II.



Respondents by vocation

In Class I, 26.2 percent of the vehicles were leased. In Class II, 42.9 percent of the vehicles were leased. This compares with last year's data, where 25.8 percent of Class I vehicles were leased and 39.1 percent of Class II vehicles were leased.

Average mileage per truck was 20,000, with an average replacement term of 59 months. These figures are in step with last year's averages of 19,543 average miles and a 61.5-month replacement cycle.

As to specific fleet composition, pickups accounted for 42.8 percent of current fleets; vans, 30.1 percent; specialty/other, 19.5 percent; and cab/chassis, 8.4 percent.

In a look at planned '84 model acquisitions, pickups will account for 52.1 percent, vans for 28.4 percent, specialty/other for 11.3 percent, and cab/chassis for 8.2 percent. Within the pickup category, 67.8 percent will be Class I, the remainder Class II. Within the van category, 48.7 percent will be Class I. Within the specialty/other category, 12.3 percent will be Class I. Within the cab/chassis classification, 26.3 percent will be Class I.

For projected '84 acquisitions, Class I will average 52.7 percent; Class II will average 47.3 percent.

As to personal acquisition responsibilities, 47.7 percent ordered, chose brand, and selected specifications; 14.0 percent ordered and selected specifications; 4.7 percent ordered and chose brand; 10.9 percent, chose brand and selected specification; another 10.9 percent selected specifications only; 7.7 percent ordered only; and 0.8 percent chose brand only.

All survey data are intact; readers with a specific manufacturing or marketing interest may review survey results at Automotive Fleet *editorial offices.*

Summary:

Study of Planned New Light Truck Purchasing/Leasing for '84 Models

Automotive Fleet will publish the results of anticipated light truck buying so fleet readers can compare the choices with other similar fleets. Please help our industry by filling out this brief questionnaire and returning it in the postage-paid envelope.

REPLIES 1. Primary Classification

128 ☐ Business/Commercial (Contracting, Pest Control, Cable-TV, Plumbing, etc.)
48 ☐ Utility
43 ☐ Governmental
39 ☐ Other (Leasing, Rental, Van Pool, etc.)

2. No. of Light Trucks/Vans in fleet now.

	Under 6000 gvw		6001-10,000	
	Owned	Leased	Owned	Leased
Domestic	19,439	5,066	17,018	11,403
Import	811	2,127	31	1,424

Avg. Annual Mileage: 20,000 per truck Avg. Replacement Life 59 months

3. Current Composition of your Fleet (in number of units)

		Pick-ups	Vans	Specialty/Other	Cab/Chassis with Vocational Body	TOTAL
Total Under 6000 gvw		15,907	9,171	578	455	26,111
Total 6001-10,000		8,601	8,082	10,031	4,350	31,064
How many '83 models bought or leased?	under 6000	2,441	1,337	76	95	3,949
	6001-10,000	1,304	808	1,065	557	3,734
How many '84s planned to buy or lease?	under 6000	2,748	1,078	108	168	4,102
	6001-10,000	1,308	1,134	772	470	3,684

4. Do you . . .(check one or more boxes)
☒ Order Light Trucks 190 ☒ Choose Brand & Approve 165 ☒ Select Specifications 215

Any comments should be recorded on the back of this sheet. Complete summary results will appear in the December issue of *Automotive Fleet.* Thank you.

Ed Bobit, Publisher

Circle 116 on Inquiry Card →

Top Twenty-Five Business/Commercial Light Truck & Van Fleets

'83	'82			
1.	1.	Sears Roebuck Chicago, IL	William Jones, III	13,000
2.	2.	Frito-Lay Dallas, TX	Gorman Green Marvin Crow Charles Loveless	10,250
3.	—	Pepsi Cola Purchase, NY	John Sawrey	7,500
4.	4.	Federal Express Memphis, TN	Ron Pruitt	4,357
5.	3.	Goodyear Akron, OH	A.P. Spencer	3,880
6.	—	Ashland Oil Ashland, KY	Steve Stewart	3,625
7.	5.	ARA Services Philadelphia, PA	Ralph Jamic	3,500
8.	7.	Purolator Services New Hyde Park, NY	Jack Neusch	3,500
9.	6.	Standard Oil (IN) Chicago, IL	Dennis Lese	3,500
10.	11.	Tenneco Houston, TX	Jack Gudelman	3,274
11.	9.	Burlington Northern St. Paul, MN	John Long	3,100
12.	14.	General Electric Maj. Appl. Business Group Louisville, KY	Victor Miska	2,900
13.	16.	Shell Oil Houston, TX	Judy Wieman	2,850
14.	13.	Exxon Houston, TX	Jack Lamb	2,800
15.	21.	Phillips Petroleum Bartlesville, OK	B.J. Webb	2,570
16.	15.	Johnson Controls Milwaukee, WI	Bob Borchert	2,561
17.	8.	Montgomery Ward Chicago, IL	Roseann Neveitt	2,506
18.	20.	Canteen Corp. Chicago, IL	Mark Klein	2,500
19.	12.	Dow Chemical USA Midland, TX	Tim Sheehan	2,500
20.	17.	Union Carbide New York, NY	Walt Dzitko	2,500
21.	18.	Xerox Rochester, NY	Ron Pink	2,500
22.	10.	Rollins Inc. Atlanta, GA	Porter Thompson	2,355
23.	22.	Honeywell Minneapolis, MN	Connie Wesley	2,353
24.	23.	U.S. Steel Pittsburgh, PA	Bill Herlihy	2,200
25.	—	Brown & Root Houston, TX	Roger Ivey	2,000
				TOTAL 94,581

— Circle 116 on Inquiry Card

Top Twenty-Five Utility Light Truck & Van Fleets

'83	'82			
1.	1.	Southwestern Bell St. Louis, MO	Elizabeth Towns	17,108
2.	2.	Southern Bell T&T Atlanta, GA	Richard McDonald	15,000
3.	8.	Pacific T&T San Francisco, CA	Gary Schott	11,591
4.	4.	United Tele- communications Shawnee Missio., KS	Guy Sabiston	7,586
5.	3.	New York Telephone Brooklyn, NY	Lindsay Payne	6,468
6.	5.	General Telephone of California Pomona, CA	Del Wingerd	5,681
7.	14.	New England T&T Boston, MA	Mid Batchelder	5,311
8.	6.	Continental Telephone Co. Atlanta, GA	Caroline Huffines George Weimer	4,450
9.	10.	Bell Telephone & Diamond St. Tele. Philadelphia, PA	W.H. Davis	4,300
10.	12.	General Telephone of S.W. San Angelo, TX	Paul Melton	3,717
11.	7.	Michigan Bell Southfield,MI	Alfred Clare	3,646
12.	11.	Mountain Bell Denver, CO	Jerry Vegwert	3,500
13.	13.	Pacific N.W. Bell Seattle, WA	Pete Labarge	2,547
14.	16.	American Electric Power Service Canton, OH	Dick Stage	2,400
15.	15.	Consumers Power Co. Jackson, MI	John Schafer	2,200
16.	19	Southern Cal. Edison Pomona, CA	F.H. Gumpf	2,130
17.	21.	Pacific Gas & Elect. San Francisco, CA	J. Roman	1,900
18.	22	Houston Light and Power Houston, TX	Jack Johnson	1,867
19.	—	Southern New Eng. Telephone Co. New Haven, CT	G. Welker	1,450
20.	23.	General Pub. Util. Parsippany, NJ	Vincent Murphy	1,217
21.	20.	Bell Telephone of PA Pittsburgh, PA	Roger Metzger	1,100
22.	18.	Michigan Consol. Gas Detroit, MI	Ernest Morrison	1,071
23.	25.	Florida Light & Pwr. Miami, FL	G. Lindemeyer	1,020
24.	—	Public Svcs. Indiana Plainfield, IN	M.L. Hesson	580
25.	—	Cleveland Electric Illuminating Co. Cleveland, OH	Carl Senal	524
Total				**108,364**

Light Truck Market Statistics

New 1975 to 1983 Light Truck Registrations Reported
Class I & II

National and Fleet Totals

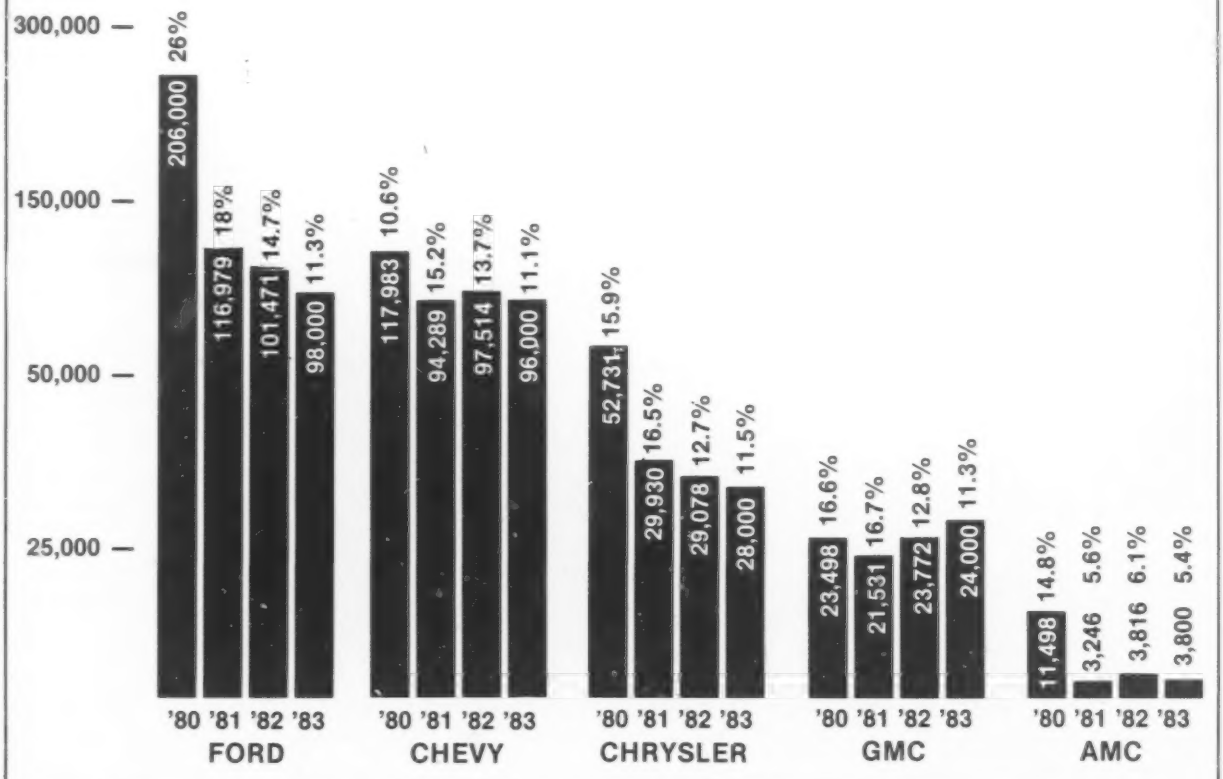
MAKE	1975	1976	1977	1978	1979	1980	1981	1982	1st 8 Mos. 1983
Total	1,982,733	2,693,646	3,069,482	3,518,374	4,065,190	2,749,051	1,926,887	2,237,843	1,775,872
Fleet	175,590	219,736	298,662	355,415	551,096	429,1186	278,121	282,517	195,442
% Fleet	*8.8%*	*8.2%*	*9.7%*	*10.1%*	*13.6%*	*15.6%*	*14.4%*	*12.6%*	*11.0%*
CHEVY (1)	771,518	1,011,377	1,078,692	1,233,932	1,832,454	1,114,847	619,997	726,358	553,658
(2)	61,429	78,625	103,727	123,369	156,170	117,983	94,289	97,514	61,514
(3)	*7.96%*	*7.77%*	*9.62%*	*9.99%*	*8.52%*	*10.58%*	*15.2%*	*13.4%*	*11.1%*
FORD	662,902	870,231	1,036,213	1,219,693	1,185,000	795,000	648,804	689,941	570,345
	60,691	77,661	105,721	124,823	284,000	206,700	116,979	101,471	64,674
	9.16	*8.92*	*10.20*	*10.23*	*24.00*	*26.00*	*18.00*	*14.7*	*11.3*
GMC	140,423	223,805	234,992	283,540	236,750	141,744	128,615	186,257	146,498
	10,926	15,251	21,618	27,552	30,591	23,498	21,531	23,772	15,299
	7.78	*6.81*	*9.20*	*9.72*	*12.92*	*16.57*	*16.7*	*12.8*	*10.4*
DODGE & PLYMOUTH	250,453	333,201	385,125	396,268	400,945	347,138	181,308	228,232	170,851
	29,581	31,694	40,823	41,603	48,794	52,731	29,930	29,078	19,582
	11.81	*9.51*	*10.60*	*10.50*	*12.16*	*15.90*	*16.50*	*12.7*	*11.5*
AMC/JEEP	69,834	95,506	115,079	161,912	140,431	77,852	58,257	62,097	43,413
	8,380	11,461	17,262	21,979	20,875	11,498	3,246	3,816	2,341
	11.99	*12.00*	*15.00*	*13.57*	*14.86*	*14.76*	*5.60*	*6.1*	*5.4*
IHC	37,630	34,769	32,392	35,794	25,794	18,805	2,264	—	—
TOYOTA	44,719	49,823	83,600	94,882	130,648	131,648	130,379	143,439	118,519
	NA	27	2,526	10,966	4,620	8,731	5,874	10,936	15,852
	NA	*.01*	*3.02*	*11.55*	*3.53*	*6.60*	*4.50*	*7.6*	*13.4*
NISSAN/ DATSUN	NA	71,902	102,071	87,645	104,866	113,242	112,382	106,440	87,307
	NA	2,257	3,797	5,123	6,046	8,045	6,184	13,430	10,913
	NA	*3.13*	*3.71*	*5.84*	*5.76*	*7.10*	*5.50*	*12.6*	*12.5*
MAZDA*	5,254	3,032	1,318	4,708	8,302	8,775	16,798	40,661	46,759
								2,192	3,833
								5.3	8.2
ISUZU*							9,959	17,669	15,508
									1,192
									7.7
IVECO*								2,563	1,863
								308	242
								12.0	*13.0*
MITSUBISHI*, VW*, & Misc.								34,186	21,151

(1) Total light truck sales — Class 1 & 2 (Including Suburban Class)
(2) Total light truck fleet sales
(3) Fleet percentage of total

* Initial fleet programs began in 1982
Note: Domestic Source Data, Individual Companies for Imports

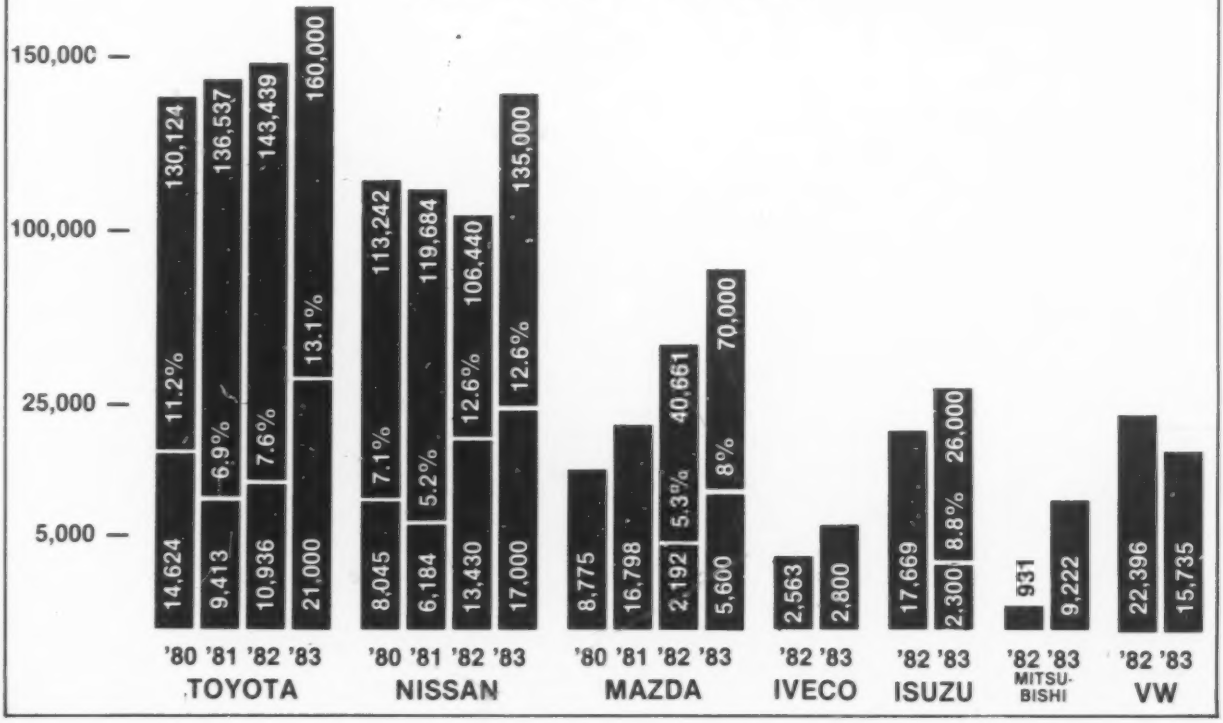
1980-1983 Light Truck Fleet Sales By Maker — Plus % of Retail

('83 Estimated — Extended from 9 Mo. Figures)



1980-1983 Total Light Truck Sales & Fleet Sales for Imports Plus VW

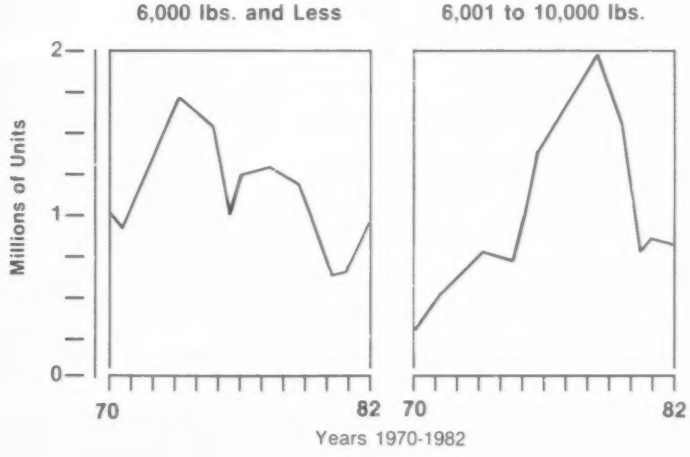
('83 Estimated from 9 Mo. Figures)



Light Truck Statistics

FACTORY SALES OF TRUCKS BY G.V.W.			
	6,000 & Less	6,001-10,000	Total Class I & II
1982	917,908	803,639	1,721,547
1981	629,030	816,373	1,445,403
1980	592,339	794,184	1,386,523
1979	1,014,016	1,594,060	2,608,076
1978	1,231,559	1,990,547	3,222,106
1977	1,326,132	1,723,426	3,049,558
1976	1,248,034	1,389,707	2,637,741
1975	982,511	962,987	1,945,498
1974	1,536,778	731,529	2,268,307
1973	1,735,645	761,481	2,497,126
1972	1,414,551	584,612	1,999,163
1971	1,196,544	486,388	1,682,932
1970	950,252	401,592	1,351,844
1969	1,121,222	405,108	1,526,330

ANNUAL TRUCK FACTORY SALES BY G.V.W.



U.S. FACTORY SALES OF DIESEL TRUCKS BY G.V.W.

	6,000 & Less	6,001-10,000
1982	47,973	74,929
1981	52,487	20,862
1980	72,501	4,973
1979	33,019	950
1978	35 019	990
1977	2,392	1,128
1976	–	1,596

U.S. TRUCK FACTORY SALES BY BODY TYPE UNDER 10,000 LBS. G.V.W.	1977	1978	1979	1980	1981	1982
Pickup	1,937,716	1,969,518	1,623,875	931,093	933,809	1,141,050
Compact or Passenger Type Car	84,091	90,295	81,919	70,456	137,766	445,082
Conventional	1,853,625	1,879,223	1,541,956	860,637	796,043	695,968
Multi-Stop	36,326	40,368	30,111	20,966	28,637	32,036
Van	519,532	547,939	391,667	131,346	177,497	192,681
Station Wagon (on Truck Chassis)	139,903	153,979	136,678	60,634	65,895	88,418
Passenger Carrier	7,080	4,484	3,619	39,273	37,227	47,066
General Utility	295,424	371,978	295,642	126,687	136,810	153,230
Other	113,577	133,840	126,484	76,524	65,528	67,066
Total Under 10,000 lbs. G.V.W.	3,049,558	3,222,106	2,608,076	1,386,523	1,445,403	1,721,547